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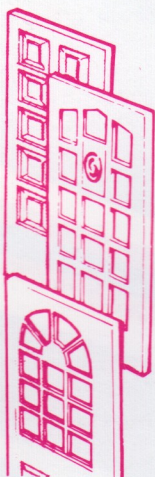
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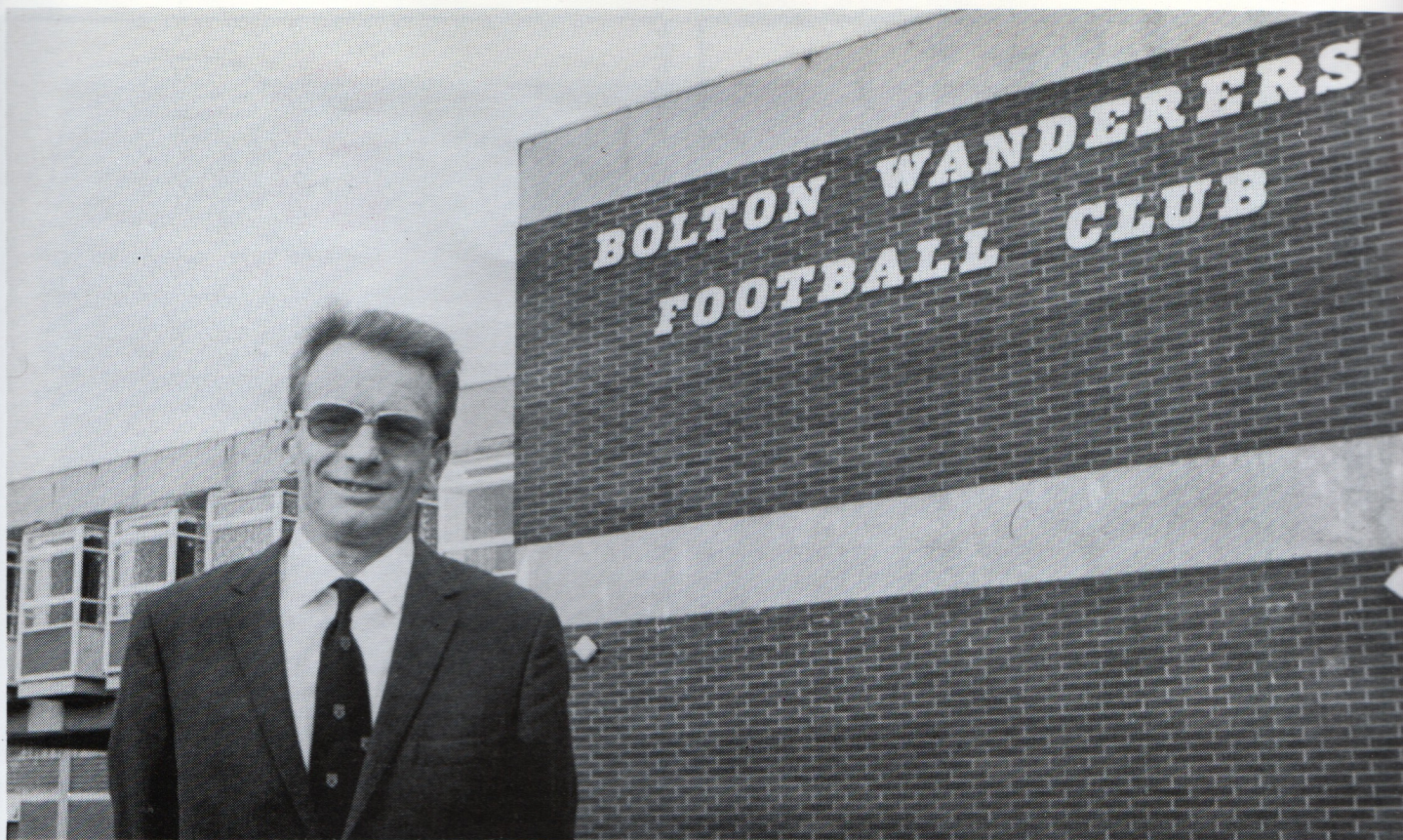
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CHAIRMAN **GEORGE WARBURTON**

Looks ahead to the future with confidence.

When Bolton Wanderers got back into the First Division at the end of last season, we had achieved what we set out to do. It had always been our burning ambition to see the club back in the premier grade.

The First Division is the best League in the world and everyone should have that in mind at all levels of life at Burnden Park.

Everyone worked very hard to get us there and none more so than the late Jack Banks and Cyril Morris. I am sure we should not be where we are without their valuable contributions and the same goes for former board members Joe Battersby, Harry Tyldesley and Bill Isherwood.

As far as the board is concerned it has been a team effort with the behind the scenes staff and the administration, spearheaded by Ted Rothwell playing a big part.

Ted has now left the secretary's role to take over the new duties with the club and I welcome Des McBain who has joined us from Blackpool and is a very experienced administrator.

Ian Greaves and his assistant George Mulhall and the players deserve every compliment for what they have achieved after a couple of near misses.

There is a very narrow line draw between success and failure in football. If you are successful it is like any other

business and we try to look at the club and run it as a business with the board directing rather than dictating operations.

We are an ambitious club and we want to go right through the roof if we can. Maybe that won't happen tomorrow because it is our job to stay in Division One.

But we look ahead to the future with confidence. We want to get Europe as well as win domestic honours. That's what we are in the game for because there's nothing for losers.

There are plenty of challenges ahead and on the gates we are getting we have got to be better at the job of managing our affairs than the next club.

The commercial side has extended in my time on the board and the situation has changed completely from the financial point of view - but you can read about that elsewhere in this yearbook.

We have spent money on the ground and the Burnden facilities and we intend to do more. We want to give our supporters the best on and off the field, but of course it all takes time.

Bolton Wanderers are now a designated club from the ground safety aspect and we don't yet know how much we have to spend.

But we are great believers in doing the little things right - then the big things will come right in the end.

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Ian Greaves 1978 August Second Division Manager of the Month, proudly holds his gallon bottle of scotch whisky.

Ian Greaves outlines the hard work ahead

Well we're back in the First Division after a 14-year absence, but there is no way I want to talk about consolidating our position.

I feel it limits ambition if a side aims purely to consolidate in a new direction, but at Bolton we don't shout about things, we prefer to let the results speak for themselves.

But it's true to say that no matter what division you go into, there must be a period of adjustment.

Other clubs have found it hard to adjust when they have gone from the First Division to the Second Division and there is no doubt that there are difficulties going in the other direction.

When you get promotion there is the added problem that you are playing against people with better talent. That is not to say that First Division teams are better organised.

I am convinced that our players have the ability to do well, but in turn they need to be convinced by the coaching staff and the manager that they are good enough.

One big difference that I have already found is that there is a completely different atmosphere in the First Division. In the Second there was nothing at all at some places but this doesn't apply in the top grade.

And there must be something wrong with a player who doesn't want to react to this sort of atmosphere which can make people play above themselves sometimes.

The stage is set every week for an exciting contest and we have set ourselves a target...but a very simple one.

We aim to win the next match and we don't want to look any further ahead than that.

I remember Sir Matt Busby telling me that if you aim for the sky you hit the ceiling but if you aim for the ceiling you fall flat on your back.

In terms of everything else, we haven't had to change much since reaching the First Division. We have always travelled, coached and trained with a First Division attitude

and we have tried to play First Division football for at least the last three years.

We have only had to adjust our game slightly against the better quality teams we have come up against.

People rely more on skill and they don't expect to lose the ball as much as in the lower divisions, for the higher you go up to international level the less the ball is given away.

And there is more time which is used to do something with the ball. I believe that if you are a good player you can play anywhere but you can really blossom in the First Division.

We have some tremendous support and I would like to thank our fans for the way they got behind us as we left the Second Division as champions.

I have a message for them. Please show a bit of patience with us this season. What we are trying to do is for the rest of the future of Bolton Wanderers not just for one season.

You will all have heard the old saying that miracles take a little longer to achieve. We know there is a lot of hard work ahead of us and we have every intention of doing well.

If we all push forward together there is no limit to what we can achieve and it is good to know we have the right sort of support for the task ahead.

ACKNOWLEDGEMENTS

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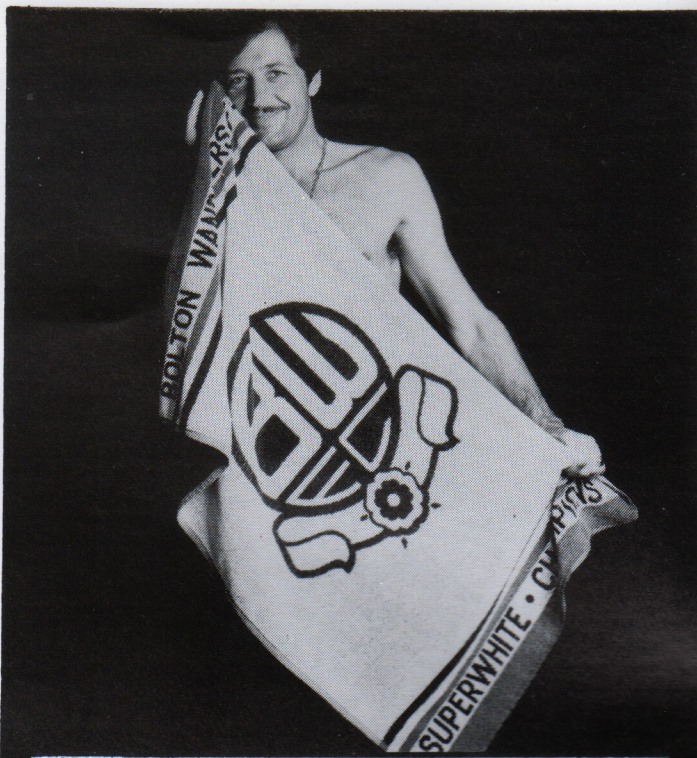
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Des McBain ... secretary.

When I came to Bolton from Blackpool near the end of last season, I found myself in a very exciting situation with the side on the way to promotion from the Second Division.

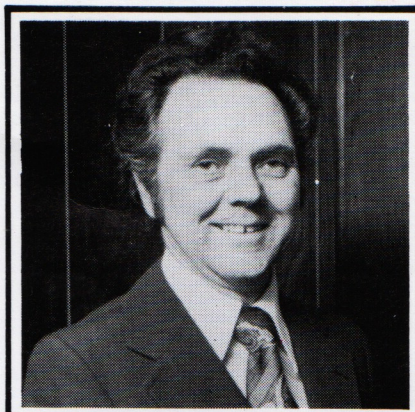
This was reflected in the atmosphere throughout the club. The enthusiasm was there right through to the supporters who were simply tremendous as they urged the side on over the final hurdles.

One of the reasons I joined the Wanderers was that in my view Bolton are the only town club in the North of England with the potential to be a first class Division One side.

The board had looked ahead and envisaged that being in the First Division would involve reorganisation inside the club and plans were in hand to carry out the work.

As soon as promotion was achieved the plans were set in motion. They involved new seating behind the Great Lever goal and a new concept of ticket sales as well as a 24 hour telephone service to help the public.

We felt we needed to give the public more information and that the administration needed to be re-



organised to cope with life in the First Division. We decided to ticket all stand seats match by match and the situation still applies that if a supporter comes once or twice and likes his seat he can have it every match.

Our seating has now been increased from 8,000 to 12,500 and in the close season we shall lose some seats in the Manchester Road and Burnden Stands because of work which will be carried out to comply with the Ground Safety Act.

Because of this we have not been able to guarantee everyone the

same seat next season and we have said this in the season tickets.

The alterations done in the last close season were so extensive that at one time we felt we had attempted too much. Many of the important items were complete before the season started but it took until the end of September for some of the others.

As soon as the current season ends the work will continue and hopefully will be complete before the 1979-80 season and this should bring the ground up to the required standard.

Visitors to Burnden Park will see our new ticket office on the forecourt. This wasn't built until we spent a lot of time visiting other clubs and deciding what was best for us.

It means that people can now collect tickets inside the office like going into a bank. And on match days we switch to selling them to people outside the office altogether.

Bolton 21101 is the 24 hour information service for tickets and match details. General inquiries are accepted on 389200 during office hours.

Commercially Speaking ALF DAVIES Commercial Manager

Bolton Wanderers have really taken off over the past few seasons from the commercial point of view.

And in the financial year just ended the donation to the football club is a figure of £167,691. That alone shows just how important the business of off the field fund raising is these days.

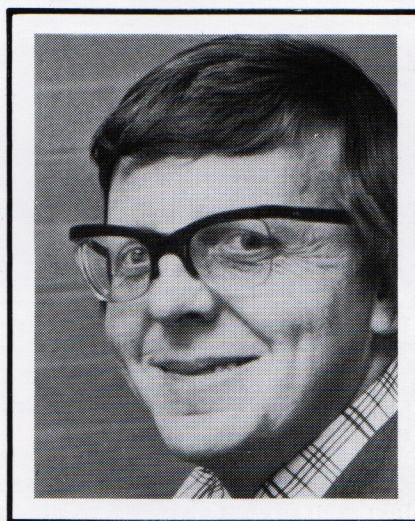
I would like to see the day come when the Promotions Department is responsible for everything to do with keeping the stadium open and for finding the cash for repairs, ground improvements and the like.

This would mean that the cash taken at the turnstiles would be to the manager for team improvements.

Bolton Wanderers were pioneers of the club lottery and it has taken six months for us to get it going as we would want. We are now in the situation where the tickets are being sold out every fortnight with the first prize £1,000.

Others have fallen by the wayside, but we preferred to build up slowly to get things right and we expect to be in the sell-out situation for the foreseeable future.

We at Bolton were also in the forefront of introducing the bingo ticket - along with Everton and Manchester City - and this is a 20p



ticket with £4,000 in prizes every week. In a way we went in at the deep end with it but we have never looked back.

As well as this, we have continued with our 10p weekly draw ticket. For this we rely on our agents, people going out and knocking on doors and this is the direct link between the club and the public.

In good times they are welcomed, in bad times given some "stick" but it is our way of getting messages across to the public and the first

prize of £200 is still well worth having.

Our agents have grown in number from 300 to 1,300 in four years and without any doubt they are the most important facet of our set-up.

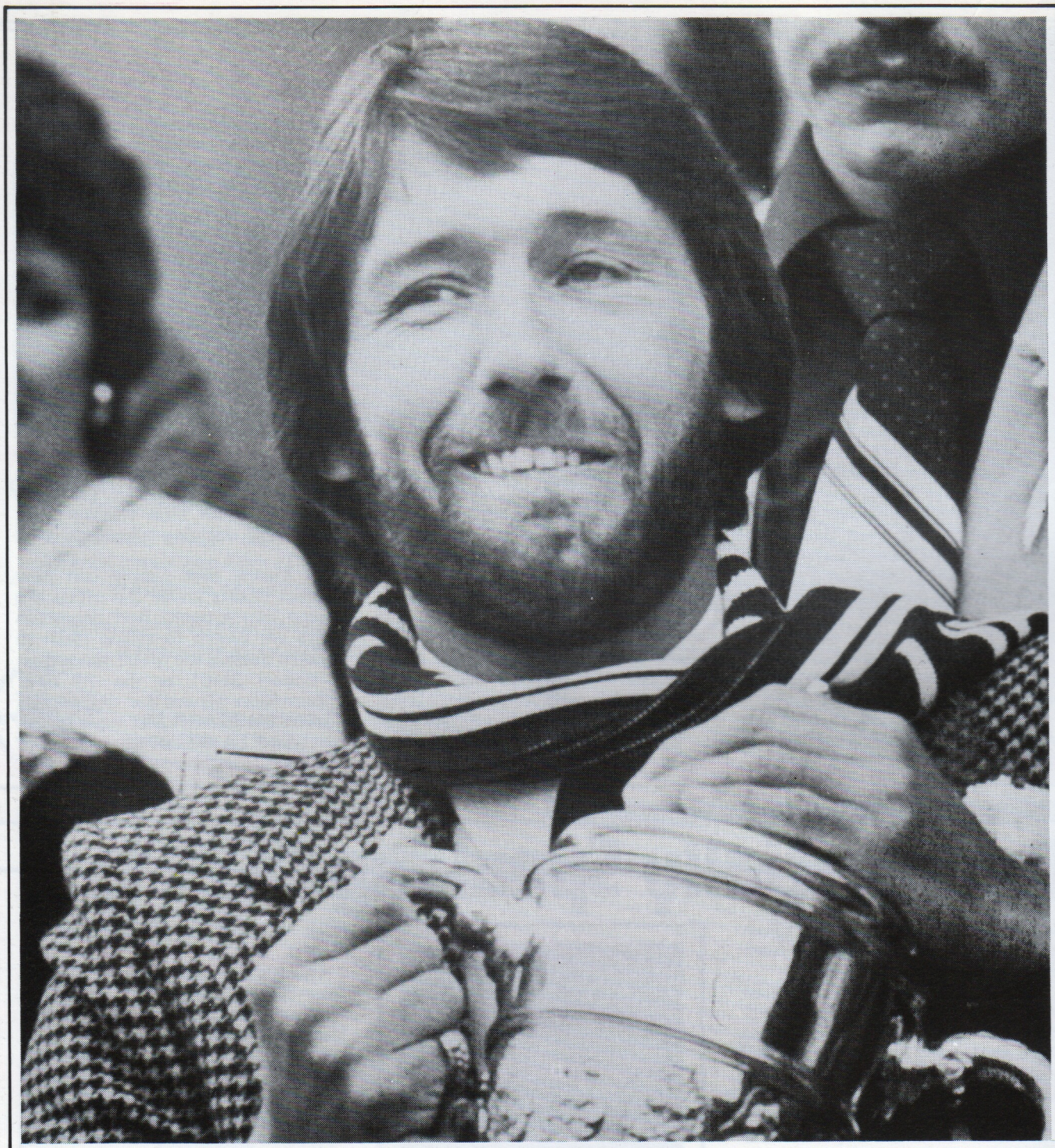
Without these people we wouldn't survive and I don't intend to be dramatic by saying that without them we'd be stone dead.

We look after them as well as we can and always try to provide them with tickets for big games. We are always looking for ways of bettering their lot.

Keeping the family atmosphere is most important and I am always available for anyone to come along to the ground and talk to me if they wish and we try to make everyone feel at home.

If an agent is in hospital we try to get a box of fruit to him or her and it is this spirit of togetherness that has made the Promotions Department such a success.

Recently we have, with the expertise of financial director Bannister Cowsill, become a limited company by guarantee. And our standing in the commercial field is such that many clubs come to see us to find out how we do things - including European champions Liverpool.



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Long-serving midfielder man Roy Greaves has shared the successes and failures of the Wanderers over the past decade.

He started his career with the senior side in the Second Division, suffered relegation to the Third then helped them fight their way back to the First.

Roy, born within shouting distance of Burnden, at Farnworth, has spent all his footballing career with the Wanderers and promotion last year meant as much to him as to the keenest fan.

Now an established midfielder player, Roy has played in most positions during his long campaign and it's this versatility that has helped him become the mature player that he is.

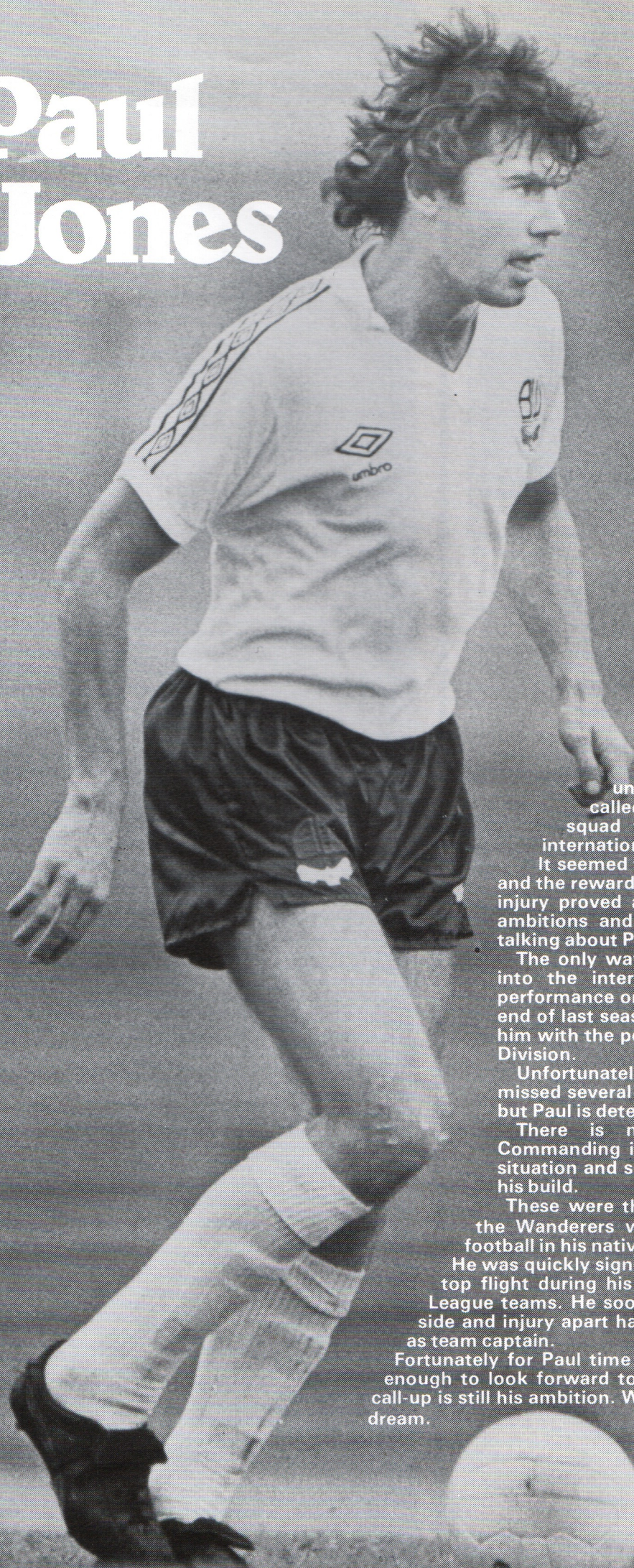
He has seen many players come and go, and also many managers but Roy has stayed with the Wanderers with the belief that one day they would be back in the First Division and the force they once were.

Now that has been achieved Roy is still playing with the calm assurance that has always dominated his play and he has also taken on the extra burden as skipper for the side.

He has also taken on an occasional new role in the side as sweeper, and it is in this position at the heart of the defence that Roy is fast attracting the recognition he richly deserves.

A few years ago he was awarded a testimonial for his long service with the club, but First Division football was the ambition Roy yearned for - and finally achieved.

Paul Jones



At one stage of Paul Jones's career, everything looked rosy.

He had an established England under-23 position and Don Revie called him up to join the full England squad to sample a taste of big-time international soccer.

It seemed that he only had to keep playing and the rewards would surely come his way but injury proved a major stumbling block to his ambitions and suddenly the pundits stopped talking about Paul Jones.

The only way Paul could push himself back into the international rankings was by his performance on the pitch and promotion at the end of last season looked as if it would provide him with the perfect arena to do that - the First Division.

Unfortunately injury struck again and he missed several of this season's opening games, but Paul is determined to succeed.

There is no doubt about his ability. Commanding in the air, quick to react to any situation and surprisingly fast for a player with his build.

These were the attributes that first attracted the Wanderers when Paul was spotted playing football in his native Ellesmere Port.

He was quickly signed and carefully groomed for the top flight during his years in the youth and Central League teams. He soon forced himself into the senior side and injury apart has stayed there, including a spell as team captain.

Fortunately for Paul time is on his side. He is still young enough to look forward to his best years and an England call-up is still his ambition. With luck he could well fulfill that dream.

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Neil Whatmore

Football is not just about scoring goals. And no player should know more than that than Neil Whatmore, who has dominated the Wanderers' score-sheet over the last couple of years.

Neil was the club's leading goalscorer last season and the year before this season dropped back into midfield to make way for the Frank Worthington-Alan Gowling partnership.

But that has not kept Neil out of the headlines for his creative play has been responsible for setting up a number of goal chances for the strikers who have taken his place.

Neil is another product of the Wanderers' highly successful youth policy and was signed after he impressed Bolton's scouts in his native Ellesmere Port.

He quickly developed into one of those rare strikers who can turn the half chance into goals and his flair for beating opponents in tight situations has for long been his hallmark.

Now he is revelling in his new found position in midfield, where his non-stop contribution to the game has helped Bolton both in attack and defence.

But that has not meant that Neil has lost his enthusiasm for scoring goals.

He is still to be found in and around the opposition penalty area and that always means that a goal is in the offing.



Frank Worthington

Frank Worthington described his transfer from First Division Leicester City to Bolton last year as a calculated gamble.

"Even though I was stepping down into the Second Division I felt that Bolton would be promoted", said the popular striker. His move was all the more prophetic as Leicester were relegated while Wanderers of course were promoted as Second Division champions.

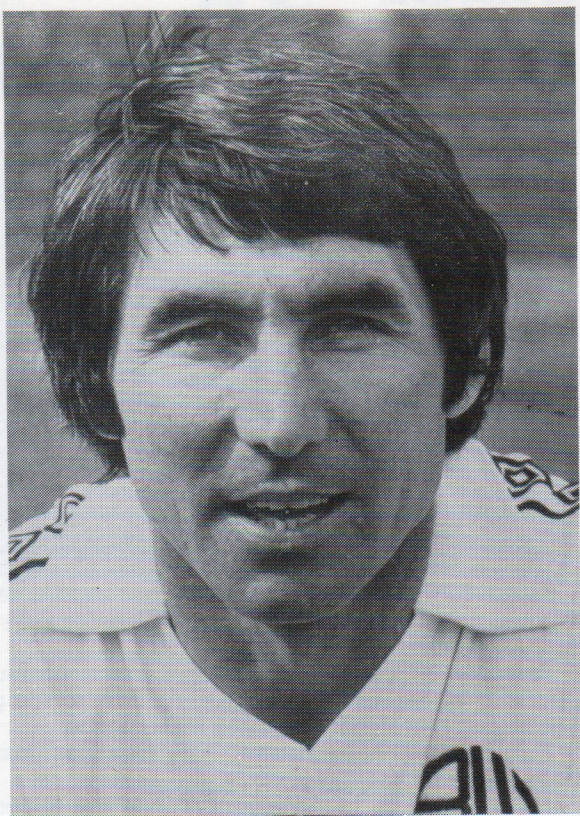
And if the gamble paid off for him then it was like a pools win as far as Bolton were concerned for Frank has shown tremendous form this season in front of goal.

He insists that it's all because strikers have much more chances of scoring in the First Division rather than in the Second.

"There is much more space to exploit against First Division sides", said Frank. "In the Second Division, defenders will stick to you like glue but for some reason First Division players are content to lay off and wait for you to do something with the ball".

Frank's transfer from Leicester City cost the Wanderers £90,000 - which in view of his goal scoring record this season seems a modest pittance compared with the high prices being asked for some players.

In all it has turned out to be a bargain buy for Bolton while his worth to the club now could almost be described as priceless.



Tony Dunne

There are few honours in the game that have escaped Tony Dunne in a career stretching over 20 memorable years.

A European Cup winners medal, an FA Cup winners medal and a League championship medal are fine rewards for one of the game's most popular players.

Of course, all that happened in Tony's days with Manchester United, but anyone who thought that when he came to Bolton on a free transfer, he was quietly going to play his way to retirement was soon proved wrong.

He quickly settled into the first team and although the years were perhaps catching up with him, his younger rivals could never match the skill and experience acquired in a lifetime of soccer.

Bolton's hard three year fight for promotion made sure that Tony's appetite for the game never waned. He likes his football to be hard and uncompromising and no one can accuse the defender of taking an easy ride.

Perhaps his one concession to his age is that he decided to end his illustrious international career with Eire. As Johnny Giles, the Eire manager, once said: "Tony Dunne's name was always the first to go on the team-sheet".

Eire's loss proved to be Bolton's gain, for Tony retained his zest and enthusiasm for the game and his mature play is still a source of inspiration to his younger colleagues.



Terry Poole

If any club is to succeed in the First Division it must have a strong squad of players.

Liverpool are the perfect example of this but more important, they have players who are willing to be patient and able to recognise that the good of the team is more important than any personal success.

To find players of this calibre is a manager's nightmare yet Ian Greaves has managed to find such a player for his squad in goalkeeper Terry Poole.

The Wanderers bought Terry from Huddersfield Town a couple of years ago for a bargain price of £25,000 as understudy to first team 'keeper Jim McDonagh.

Unfortunately for Terry, Jim has been in such good form and remarkably free from injury that first team chances have hardly come his way.

In fact Terry had to wait until the League Cup tie against Exeter City in October before he made his first team debut but ironically that did not prove too happy an occasion as the Wanderers went down to a shock 2-1 defeat, although it has to be said that Terry was in no way to blame for any of the goals.

Nevertheless, patience seems to be Terry's strong point and there were no signs of discontent when he went back into the reserves for the next match when McDonagh recovered from injury.

It's players such as Terry who are the back-bone of a club. Although he is keen to get his chance in the First Division with Bolton he is prepared to wait for that moment and in the meantime get on with the job in hand.

Brian Smith is a player who seizes opportunities with both hands.

For so long he has suffered the ups and downs of soccer and for so long has had to make the most of his limited chances.

But he waited until promotion and the First Division before proving to everyone that he has a major part to play in Bolton's bid to establish themselves in the top flight.

Called up into the first team because of the club's crippling injury list, he quickly settled into the First Division scene and has shown he has that vital ingredient of all midfield players - versatility.

Whether he is linking up on attack or back helping his forwards he never shirks the issue and has a hungry appetite for work. Either role he plays with complete authority and his skill to adapt as the situations arise has been a governing factor in his play.

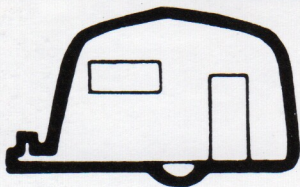
Brian is another of the few local boys on the Wanderers' books and has been with the club since he left school. For so long he could have only dreamed of First Division soccer but now it's a reality and he has proved more than equal to the task.

BRIAN SMITH



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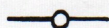
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Ray Train

Ray Train only just made it when he signed for Bolton a couple of seasons ago from Sunderland.

Time was fast running out as the transfer deadline approached but Ray and manager Ian Greaves signed the forms with just minutes to spare.

Since then Ray has proved a timely buy at £35,000 for the Wanderers. His non-stop aggressiveness in midfield, linked with his natural ability and skill have helped Bolton tremendously while he has always been a popular figure with the fans.

It was Ray's hard working play that first attracted Ian Greaves when the Bolton boss was looking for a midfield player. Another vital point that helped Ray fit the Bolton bill was that he was used to playing in the slightly hectic atmosphere of the Second Division as well as in the First.

He was signed by Sunderland from Carlisle, where he helped to take the border team into the First Division and he also played an important part in Sunderland's return to the premier league.

He certainly played his part in helping the Wanderers reach First Division status and his ability to link up with Peter Reid had made the side's midfield a hard-working and effective unit.

The First Division has certainly held no fears for him and that last minute signing by Ian Greaves has certainly proved to be a sound investment.

Peter Reid

Wednesday, April 26th, 1978 was one of the happiest days of Peter Reid's life, yet six months later on September 30th he was probably one of the unhappiest players around at Burnden Park.

The first date was the day Bolton clinched promotion back to the First Division, while the second was when the Wanderers played Liverpool at Anfield - a match Peter would have given anything to play in.

"I was brought up in Liverpool and every Saturday afternoon I would go on to the Kop at Anfield with the rest of my mates to cheer on the Reds", said Peter. "When we got promotion I was on top of the world because playing at Anfield in a First Division match was always my dream".

Unfortunately a pre-season knee injury kept him out of the opening First Division games for Bolton - including that visit to Anfield, and no one was more upset than Peter.

In fact, Peter could have signed for Liverpool when he left school, but decided on Bolton because of the family atmosphere at Burnden Park and because some of his friends from Merseyside had already come to the club.

Liverpool's loss proved to be Bolton's gain for Peter soon emerged as a brilliant midfield player and a driving force behind the Wanderers' charge to promotion.

His skill and enthusiasm also brought him international recognition when he was chosen to play for the England under-21 side. His impressive displays delighted the team boss Dave Sexton, who made Peter captain of the side in the important European under-21 championship.

Few will argue that Peter has a great future in the game and his disappointment at missing the Anfield match should soon be tempered by even more success.





1977-1978

By

FRANK BOOTH

BOLTON EVENING NEWS

Bolton Wanderers regained their position in the First Division after 14 seasons in the wilderness to the relief of everyone at Burnden Park and the whole of the town.

For it had been a long, hard road back since the side slipped into the Second Division at the end of the 1963-4 season.

The spell "down under" included a couple of seasons in the Third Division - for the first time in the club's history - and there were moments when, because of a lack of finance, the club's very existence was threatened.

But the Wanderers' fortunes took a turn for the better when they won promotion to Division Two as champions of the Third Division in the 1972-3 season under manager Jimmy Armfield.

During that promotion season, the seeds for further growth were sown

and young players, who are now the side's backbone started to be introduced.

Striker Neil Whatmore made his debut along with goalkeeper Barry Siddall and the following season, defender Sam Allardyce played his first game.

The Wanderers held their own in the Second Division finishing in mid-table with 42 points from 42 games. But the season was important for the signing of former England winger Peter Thompson from Liverpool.

His influence played a big part in giving the young players confidence and helping the side become a force in the division.

In the 1974-5 season there were momentous happenings with manager Armfield leaving the club in October to join Leeds United. He left on October

4th and the day after his assistant Ian Greaves was appointed to take over.

One of his first acts was to bring in the former Halifax boss George Mulhall as his number two. Mulhall, a canny Scot who distinguished himself as a winger with Sunderland, has been a great influence and is responsible for much of the team's tactical play.

That season, the Wanderers finished in mid-table again with 42 points but the team building was still going on with Peter Reid, Mike Walsh and Brian Smith making their debuts along with Steve Taylor who was later sold to Oldham.

Then came the first of a couple of near misses with the side finishing fourth in the table in the 1975-6 season missing promotion by just one point.

During the season, Willie Morgan was signed on a free transfer from Burnley and the battle went on.

Again a point separated the Wanderers from their goal in the 1976-7 season and as the side faced up to the 1977-8 season there were fears that the disappointment of the previous two years would proved to be too much for the players.

Manager Greaves had continued to build up his side and after selling Barry Siddall to Sunderland for £80,000 he bought Ray Train from the same club for £35,000 having already snapped up goalkeeper Jim McDonagh from Rotherham for £10,000.

McDonagh took over in goal and Train moved into a midfield place as the Wanderers embarked on the campaign that was to take them into the First Division.

But when the season started, the Wanderers were without central defender Paul Jones who underwent a cartilage operation. This meant that young Mike Walsh was brought into the middle of the defence as replacement and he more than lived up to expectations.

Mr Greaves moved into the transfer market and paid a club record fee of £90,000 to Leicester City for Frank Worthington the former England striker who had a spell on loan at Bolton first.

He hit five goals in his first six League games - and vital goals they were too to complement Neil Whatmore - the club's leading scorer the previous season with 25 in the League.

The Wanderers had some tremendous tussles during the season - particularly against Spurs and Southampton, the sides that were to share promotion.

But one of their best performances came at Brighton who were doing well in their first season in the Second Division under Alan Mullery.



Neil Whatmore puts the ball onto the roof of the net against Burnley

REVIEW



Peter Reid beats Southampton Goalie Peter Wells, but the goal was ruled offside.



Roy Greaves blasts the ball past Blackburn's John Butcher to go into the lead after only 5 minutes.



Peter Reid goes so close against Fulham, but his shot flashes narrowly past the post.

Roy Greaves and Reid got the goals in the 2-1 victory on October 8th and the side had set itself a very high standard.

Only once during the season did they lose two successive League games - at Millwall on December 31 where they went down 1-0 and at home to Burnley on January 2nd when they lost by a 2-1 margin.

In the end, promotion was decided in the next to the last game of the season at Blackburn where a Frank Worthington special clinched the issue.

To make absolutely sure, Mr Greaves had gone out and smashed the club's record transfer fee paying £120,000 for Newcastle striker Alan Gowling in March.

It all added up to a triumph and a goalless draw at home to Fulham on April 29th, the last day of the season, saw the Wanderers take the championship trophy.

It was then simply, a matter of celebrating. And the town of Bolton proved that few lessons are needed in that department.

The players and officials were given a civic reception by the mayor and thousands of fans turned out to fill the Town Hall Square to cheer their heroes.

It was a culmination of a lot of hard work and behind scenes effort from staff and players alike plus the encouragement of an enlightened board of directors that had made a dream come true.

A far cry from the scenes of almost despair when the side went down from the First Division and later slipped into the Third. At that time players were sold just to keep the club alive.

Since then the club's management team aided by the promotions department have produced money for the manager to go out and buy players of the calibre of Worthington and Gowling and the search is not over.

There are high ambitions at Bolton to seek the game's honours. It is believed that the Wanderers, with a vast Greater Manchester population from which to attract the fans, can live with the city clubs.

But all that is in the future. For the moment the club is moving in uncharted waters - but I feel sure it will find the right course to establish once again a place with the best in the land.

David Burke



Bolton Wanderers moved up into the First Division at the end of last season, and immediately found a full back with thrilling potential. They didn't have to go out and sign him because David Burke was already on the playing staff.

His ability was such that manager Ian Greaves gave 18-years-old David a series of outings in the pre-season friendlies and Anglo-Scottish Cup competitions.

And the season had only just got under way when he was brought in for his first team debut against Chelsea in the League Cup. Then came his First Division debut against Birmingham City on Saturday, September 2nd.

The youngster's first few games proved that he has immense potential as a quick-tackling defender with a flair for embarking on left wing runs.

Mr Greaves faith in him has already been shown in the fact that he has played him in midfield on a couple of occasions.

David has a great future in the game, there is no doubt about that. And his inclusion in the First Division side at such an early age proves that the Wanderers are prepared to give their talented youngsters every chance.

The motto is - if they're good enough they're old enough. That's a Greaves saying which, over the years, has proved to be true.

David comes from Winsford in Cheshire and joined the club from school, graduating through the ranks of the youth team and Central League side before getting a chance which, while a little unexpected, he seized in grand style.

And he has already shown that his ability in defence has saved the Wanderers a considerable fee if they had been forced to go into the transfer market to buy a player of his class.

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Back Row (left to right) Peter Nicholson, Alan Gowing, Mike Walsh, Paul Jones.
Middle Row Ian Greaves, Terry Poole, Sam Allardyce, Jim McDonagh, Frank Worthington, George Mulhall, Jim Hedridge (physio)
Front Row Ray Train, Neil Whatmore, Roy Greaves, Peter Reid, John Ritson and Tony Dunne.
 (At the time of photography, Willie Morgan, Garry Jones & Brian Smith were playing in the U.S.A.)

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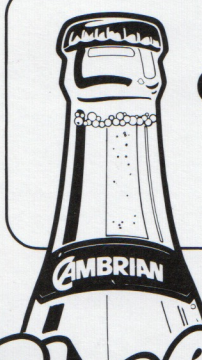
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Sam Allardyce

First Division soccer held no fears for Sam Allardyce. In fact, it was probably the reverse as there can't be many players around who like coming up against Bolton's giant defender.

Big Sam as he is affectionately known to all the Burnden fans, follows in a long line of tried and trusted defenders at Bolton. Players such as Malcolm Barrass and John Higgins, both big men who dominated the centre of the defence.

A prolific header of the ball Sam also loves to go forward and he is not afraid of going where others fear to tread in the opposition penalty area. This

has paid off handsomely over the past couple of seasons with Sam notching up several spectacular goals.

Born in the Midlands, Sam was signed by the Wanderers straight from school and like Peter Reid, Paul Jones and Neil Whatmore, worked his way through the junior and reserve sides until he was given his first-team chance.

Since then he has commanded a regular place in the side and has developed his skills to the point where few others can match his dominance in defence.

Alan Gowling



When Alan Gowling signed for Bolton from Newcastle last season for a club record fee of £120,000 it proved to be a move in the right direction.

For as Alan celebrated promotion with the Wanderers, his old club Newcastle were suffering the indignity of relegation to the Second Division.

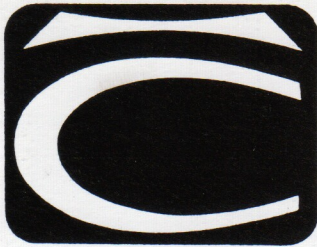
But when Bolton first made an approach for him, Alan did not take too long in making up his mind as he had happy memories of playing for Ian Greaves when the Bolton boss was the manager at Huddersfield.

It did not take Alan too long either to make his mark in the First Division for he scored Bolton's first goal back in the top-grade in the opening match against Bristol City.

Since then he has played his part in helping the club establish themselves and has forged an effective link with his striking partner Frank Worthington.

Alan of course is no stranger to success and enjoyed a thriving career with Manchester United before moving on to Newcastle. He quickly became a popular figure with the St. James Park crowd and his partnership with Malcolm Macdonald was a constant thorn in the side of many opposing defence.

Now he is searching for success again and hoping that he can help Bolton maintain their rightful place in the First Division.



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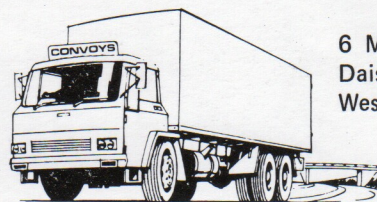
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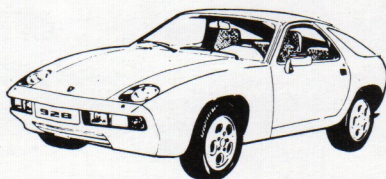
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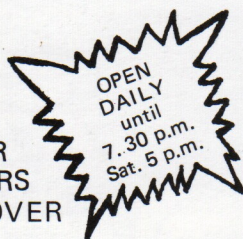


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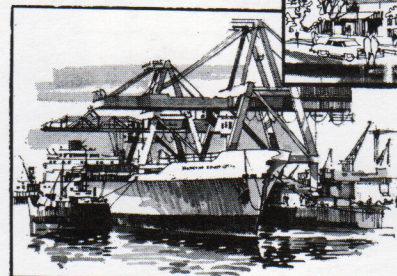
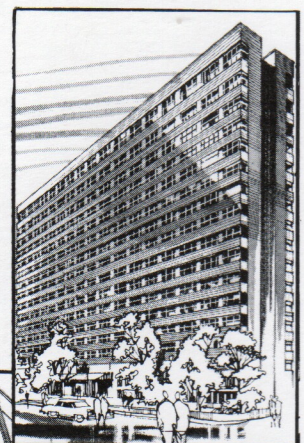
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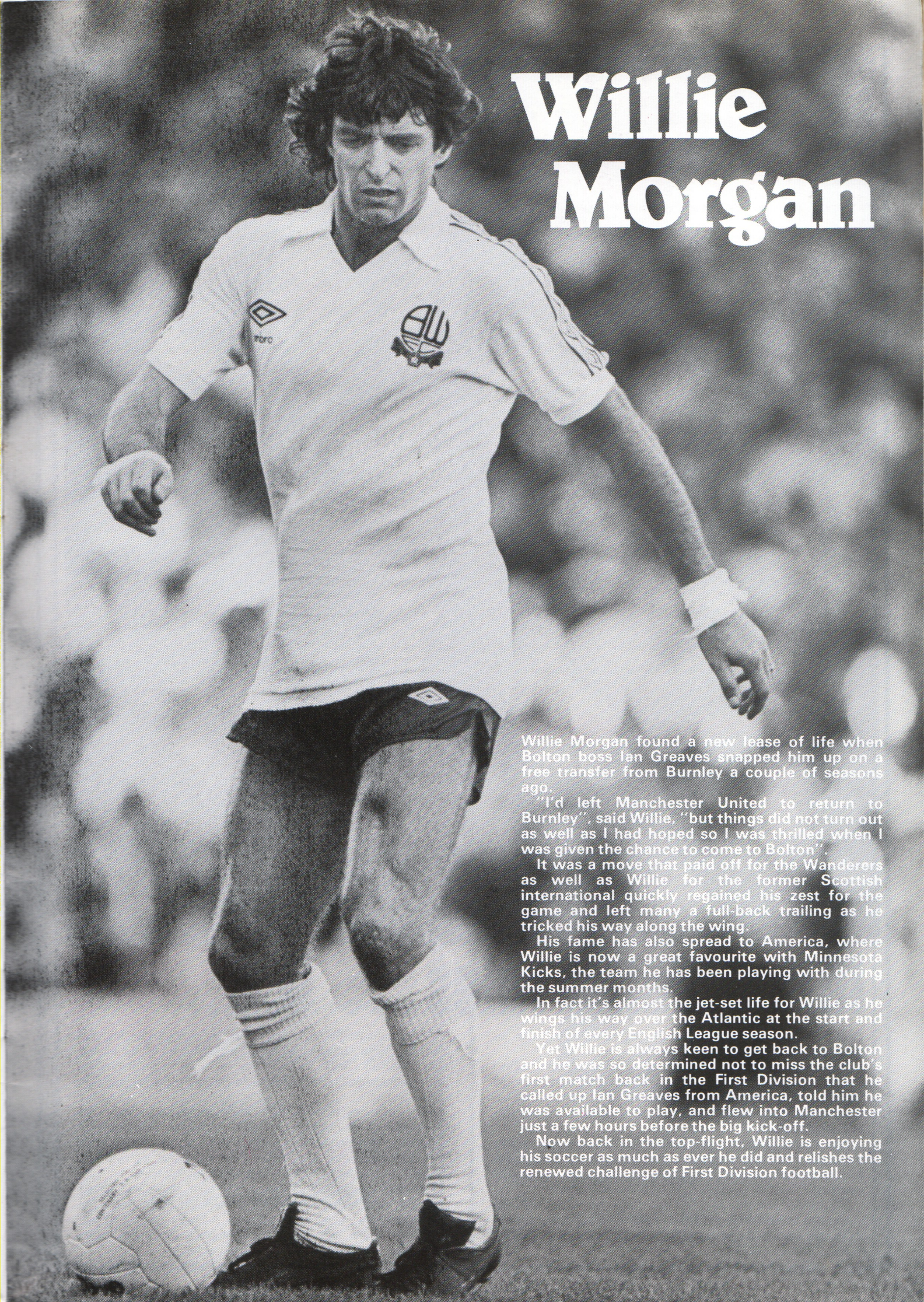
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Willie Morgan

Willie Morgan found a new lease of life when Bolton boss Ian Greaves snapped him up on a free transfer from Burnley a couple of seasons ago.

"I'd left Manchester United to return to Burnley", said Willie, "but things did not turn out as well as I had hoped so I was thrilled when I was given the chance to come to Bolton".

It was a move that paid off for the Wanderers as well as Willie for the former Scottish international quickly regained his zest for the game and left many a full-back trailing as he tricked his way along the wing.

His fame has also spread to America, where Willie is now a great favourite with Minnesota Kicks, the team he has been playing with during the summer months.

In fact it's almost the jet-set life for Willie as he wings his way over the Atlantic at the start and finish of every English League season.

Yet Willie is always keen to get back to Bolton and he was so determined not to miss the club's first match back in the First Division that he called up Ian Greaves from America, told him he was available to play, and flew into Manchester just a few hours before the big kick-off.

Now back in the top-flight, Willie is enjoying his soccer as much as ever he did and relishes the renewed challenge of First Division football.



Mike Walsh rules... O.K.

First Division success is vital for Bolton as far as defender Mike Walsh is concerned.

Mike was born and brought up in Manchester, when soccer is confined to the comparative fortunes of United or City, so he is determined to make his native Mancunians sit up and take notice of what's happening at Burnden Park.

Fair-haired Mike is a product of the Wanderers' highly successful soccer academy. He joined the club from school and since then has graduated through the youth team and Central League side into the first team.

His career started as a left full-back but once he had made the breakthrough into the senior side, adapted his style and versatility to be able to play either as a central defender or in midfield.

This has certainly paid off both for the player and the club for Mike stepped into the breach when Paul Jones was injured and struck up a fine, commanding partnership with Sam Allardyce in the centre of the defence.

His uncompromising, no-nonsense play, so reminiscent of many of the old-time Wanderers' defensive favourites has made him a popular figure with the Burnden fans and Mike has adjusted as well as anyone to the demands of First Division football.

He also possesses a fierce left-foot shot and loves nothing better than to pick up the ball deep, head for the opposition goal and unleash a finely struck drive. Certainly there are many goalkeepers who will bear testimony to the strength of Mike's shots.

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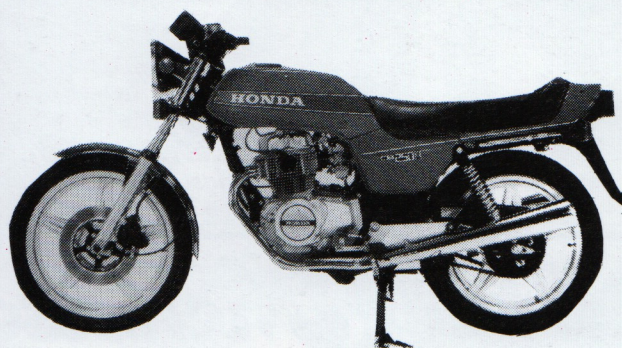


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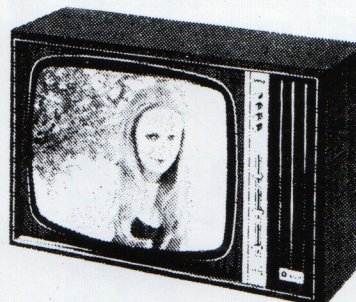
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Peter & Paul Jones helping to boost the Wanderers funds, selling lottery tickets at a Bolton store.

Peter Nicholson

Peter Nicholson is one of those play-anywhere players, so often taken for granted by the fans, yet invaluable to a club's success.

Former manager Jimmy Armfield brought Peter to Burnden for a small fee from Blackpool - a move which proved to be one of the best bargains struck by the club.

A seven-year spell at Bolton has seen Peter play in every defensive position except goalkeeper, although some of his team-mates are convinced that he would probably make a success of that as well given half a chance.

But it's at full-back where Peter has excelled. He was given his chance to establish himself in the senior side when John Ritson was out of action with cartilage trouble. He took that opportunity in the best way possible with consistent displays and established himself as a vital factor in the club's promotion drive.

He played most of the season in the Second Division championship winning side and as well as being a fine defender loves to move up with attack, where his powerful shot has caught out many a goalkeeper.

At the start of Bolton's First Division campaign, Cambridge United and Sheffield Wednesday were both interested in signing Peter, but he decided to stay at Burnden and fight for his first-team place.

That is typical of Peter's character. Never one to give in, he is always ready to back his skills on the pitch and fortunately for Bolton it's paid off handsomely.



Jim receives his trophy from Mr Edward Rothwell.

Few goalkeepers in the Football League can have made such a meteoric rise as Jim McDonagh.

Ian Greaves moved in for Sheffield United's Tom McAlister but he signed for Rotherham. So the Bolton boss turned to McDonagh who was in the reserves at Rotherham.

Mr Greaves had been impressed with Jim a couple of seasons before but since the 'keeper had broken a leg and was still on the hard road back to recovery.

Jim was finally snapped up for £10,000 and his first task at Bolton was to cover first-team 'keeper Barry Siddall and he quickly convinced everyone at Burnden that he had the ability to establish himself as a top-flight goalkeeper.

When Sunderland moved in with an £80,000 bid for Siddall, Mr Greaves was sure that Jim was ready to move up into the first-team. Siddall was sold, and from that point Jim and Bolton have never looked back.

In his first season the club narrowly missed promotion but any doubts that Burnden fans had about the goalkeeper's qualities were quickly dispelled when a string of fine performances played a major part in the club's Second Division championship win.

In a never to be forgotten season for the goalkeeper, the fans made him player of the year and he was also in line for international honours with Eire. Unfortunately an appearance as substitute for an England youth team game in Spain a few years earlier prevented him from taking that honour.

But the future still holds much for the six foot tall 'keeper and everyone at Burnden is convinced that Jim has proved one of the best ever £10,000 buys in the club's history.

Certainly Mr Greaves thinks so. He says: "If I could spot another couple of bargain buys like Jim, then nothing would make me happier."

Jim McDonagh ...1977/78 PLAYER OF THE YEAR

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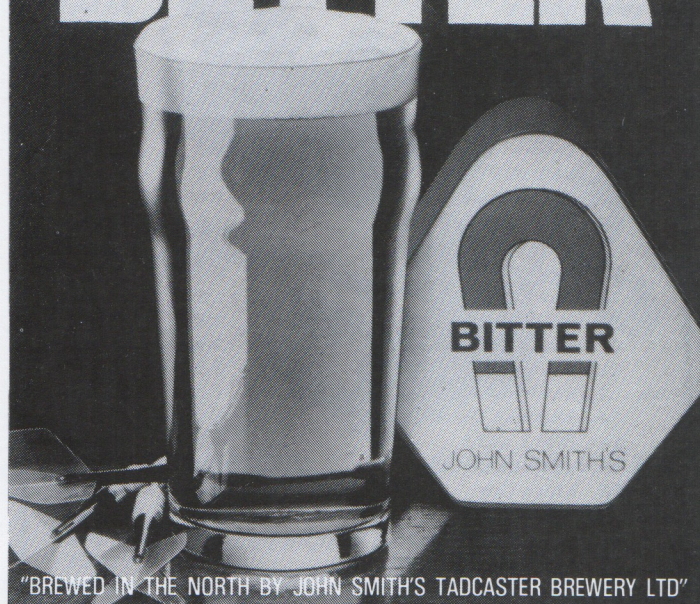
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STATISTICS and FIXTURES

FIRST TEAM RESULTS 1977-78			
Date	Opponents	F.A.	Attendance
Aug. 20	Burnley	1-0	14,716
23	MILLWALL	2-1	14,874
27	SHEFFIELD WEDNESDAY	2-1	16,840
Sept. 3	Hull City	0-0	10,106
10	OLDHAM	1-0	16,033
17	Sunderland	2-0	30,342
24	Crystal Palace	1-2	23,604
Oct. 1	STOKE	1-1	20,799
4	BLACKBURN	4-2	18,240
8	Brighton & Hove	2-1	27,430
15	MANSFIELD	2-0	18,937
22	Southampton	2-2	27,296
29	LUTON	2-1	20,113
Nov. 5	Orient	1-1	7,547
12	CHARLTON	2-1	15,977
19	Bristol Rovers	1-0	7,870
26	TOTTENHAM (1)	1-0	32,266
Dec. 3	Fulham	0-2	8,162
10	CARDIFF CITY	6-3	16,090
17	Charlton (2)	1-2	12,800
26	NOTTS CO.	2-0	22,647
27	Blackpool	2-0	25,789
31	Millwall	0-1	6,720
Jan. 2	BURNLEY	1-2	26,334
14	Sheffield United	5-1	22,603
21	HULL CITY	1-0	18,256
Feb. 18	Oldham Athletic	2-2	20,810
25	Stoke City	0-0	19,280
Mar. 4	BRIGHTON	1-1	21,405
7	SUNDERLAND	2-0	20,972
11	Mansfield Town (6)	1-0	12,329
18	SOUTHAMPTON (LCF)	0-0	23,770
21	Luton Town	1-2	8,306
25	BLACKPOOL	2-1	20,506
27	Notts County	1-1	15,718
April 1	ORIENT	2-0	17,957
8	Tottenham (SF)	0-1	50,097
15	BRISTOL ROVERS	3-0	20,393
18	CRYSTAL PALACE	2-0	23,980
22	Cardiff City	0-1	12,566
26	Blackburn Rovers	1-0	27,835
29	FULHAM	0-0	34,110
F.A. CUP			
Jan. 7	Spurs (3)	2-2	43,731
10	SPURS (replay)	2-1	31,314
28	MANSFIELD (4)	1-0	23,830
Feb. 27	Middlesbrough (5)	0-2	36,662
LEAGUE CUP			
Aug. 30	LINCOLN (2)	1-0	11,467
Oct. 25	PETERBOROUGH (3)	3-1	14,990
Nov. 30	LEEDS (4)	1-3	33,766

FOOTBALL LEAGUE FIXTURE 1978-79		
Date 1978	Opponents	Ground
Aug. 19	Bristol CityH	
Aug. 22	SouthamptonA	
Aug. 26	West Bromwich A. ...A	
Aug. 30	League Cup 2	
Sept. 2	Birmingham City... ..H	
Sept. 9	Derby CountyH	
Sept. 16	ArsenalA	
Sept. 23	Norwich City... ..A	
Sept. 30	LiverpoolA	
Oct. 4	League Cup 3	
Oct. 7	Leeds UnitedH	
Oct. 14	ChelseaA	
Oct. 21	Manchester CityH	
Oct. 28	Tottenham Hotspur...A	
Nov. 4	Coventry City... ..H	
Nov. 8	League Cup 4	
Nov. 11	Bristol CityA	
Nov. 18	West Bromwich A. ...H	
Nov. 21	Birmingham City...A	
Nov. 25	Nottingham Forest (1)H	
Dec. 2	Queens Park Rangers A	
Dec. 9	Wolverhampton W. ...H	
Dec. 13	League Cup 5	
Dec. 16	Ipswich Town (2) ...A	
Dec. 23	Manchester United ...H	
Dec. 26	MiddlesbroughA	
Dec. 30	Aston VillaA	
1979		
Jan. 1	EvertonH	
Jan. 6	F.A. Cup 3	
Jan. 13	Derby CountyA	
Jan. 17	League Cup SF	
Jan. 20	Arsenal... ..H	
Jan. 24	League Cup SF	
Jan. 27	F.A. Cup 4	
Feb. 3	Norwich City... ..A	
Feb. 10	LiverpoolH	
Feb. 17	Leeds United (5)A	
Feb. 24	Chelsea... ..H	
Mar. 3	Manchester CityA	
Mar. 10	Tottenham Hotspur(6)H	
Mar. 17	Coventry City (LCF)...A	
Mar. 24	Southampton... ..H	
Mar. 31	Nottingham F. (SF) ...A	
April 7	Queens Park Rangers H	
April 11	Manchester UnitedA	
April 14	MiddlesbroughH	
April 16	EvertonA	
April 17		
April 21	Ipswich Town... ..H	
April 28	Wolverhampton W. ...A	
May 5	Aston VillaH	
May 12	F.A. Cup Final	

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CENTRAL LEAGUE FIXTURES 1978-79	
Date	Opponents
Aug. 19	Stoke City
22	PRESTON
26	NEWCASTLE UNITED
30	
Sept. 2	West Brom A.
16	DERBY COUNTY
19	Wolves
23	Blackpool
26	Burnley
30	LIVERPOOL
Oct. 4	
7	Blackburn Rovers
14	LEEDS UNITED
21	Manchester City
28	SHEFFIELD WED.
Nov. 4	Coventry City
8	
11	STOKE CITY
18	Newcastle United
21	WEST BROM A.
25	Aston Villa
Dec. 2	BURY
9	Nottingham Forest
13	
16	EVERTON
23	Huddersfield Town
26	SHEFFIELD UNITED
30	MANCHESTER UNITED
Jan. 1	
6	
13	BURNLEY
17	
20	Derby County
24	
27	
Feb. 3	BLACKPOOL
10	Liverpool
17	BLACKBURN
24	Leeds United
Mar. 3	MANCHESTER CITY
10	Sheffield Wednesday
17	COVENTRY CITY
24	PRESTON
31	ASTON VILLA
Apr. 7	Bury
13	
14	Sheffield United
16	WOLVES
17	
21	Everton
24	HUDDERSFIELD
28	NOTTS FOREST
May 5	Manchester United
12	

Season 1978-79

DIVISION II FOOTBALL LEAGUE FINAL TABLE 1977-78												
	HOME Goals					AWAY Goals						
	P	W	D	L	F	A	W	D	L	F	A	Pts
Bolton	42	16	4	1	39	14	8	6	7	24	19...	58
Southampton	42	15	4	2	44	16	7	9	5	26	23...	57
Tottenham	42	13	7	1	50	19	7	9	5	33	30...	56
Brighton	42	15	5	1	43	21	7	7	7	20	17...	56
Blackburn	42	12	4	5	33	16	4	9	8	23	44...	45
Sunderland	42	11	6	4	36	17	3	10	8	31	42...	44
Stoke	42	13	5	3	38	16	3	5	13	15	33...	42
Oldham	42	9	10	2	32	20	4	6	11	22	38...	42
Crystal Palace	42	9	7	5	31	20	4	8	9	19	27...	41
Fulham	42	9	8	4	32	19	5	5	11	17	30...	41
Burnley	42	11	6	4	35	20	4	4	13	21	44...	40
Sheffield Utd	42	13	4	4	38	22	3	4	14	24	51...	40
Luton	42	11	4	6	35	20	3	6	12	19	32...	38
Orient	42	8	11	2	30	20	2	7	12	13	29...	38
Notts Co.	42	10	9	2	36	22	1	7	13	18	40...	38
Millwall	42	8	8	5	23	20	4	6	11	26	37...	38
Charlton	42	11	6	4	38	27	2	6	13	17	41...	38
Bristol Rovers	42	10	7	4	40	26	3	5	13	21	51...	38
Cardiff	42	12	6	3	32	23	1	6	14	19	48...	38
Blackpool	42	7	8	6	35	25	5	5	11	24	35...	37
Mansfield	42	6	6	9	30	34	4	5	12	19	35...	31
Hull City	42	6	6	9	23	25	2	6	13	11	27...	28

LANCASHIRE LEAGUE DIVISION ONE 1978-79			
Date	Opponent	Date	Opponent
Aug. 19	MORECAMBE RES.	Dec. 30	BRADFORD CITY RES.
Aug. 26	Blackpool 'A'	Jan. 1	CARLISLE UTD RES.
Sept. 1	Tranmere Rovers Res.	Jan. 6	Macclesfield T. Res.
Sept. 9	ROCHDALE RES.	Jan. 13	BLACKPOOL 'A'
Sept. 16	Southport Res.	Jan. 20	CREWE ALEX 'A'
Sept. 23	MANCHESTER UTD 'A'	Jan. 27	Chester 'A'
Sept. 30	Port Vale Res	Feb. 3	Crewe Alex 'A'
Oct. 7	Morecambe Res.	Feb. 17	OLDHAM ATH RES.
Oct. 11	LIVERPOOL 'A'	Feb. 24	SOUTHPORT RES.
Oct. 21	PORT VALE RES.	Mar. 3	Manchester City 'A'
Oct. 28	Manchester Utd. 'A'	Mar. 17	WIGAN ATH RES.
Nov. 4	Bradford City Res.	Mar. 24	Wigan Ath Res.
Nov. 11	MANCHESTER CITY 'A'	Mar. 31	CHESTER 'A'
Nov. 18	Rochdale Res.	Apr. 7	Oldham Ath Res.
Nov. 25	WREXHAM RES.	Apr. 13	STOCKPORT C 'A'
Dec. 2	Carlisle Utd Res.	Apr. 16	Wrexham Res.
Dec. 9	EVERTON 'B'	Apr. 21	MACCLESFIELD T. RES.
Dec. 16	Liverpool 'B'	Apr. 28	Everton 'B'
Dec. 26	TRANMERE R. RES.	May 4	Stockport C 'A'

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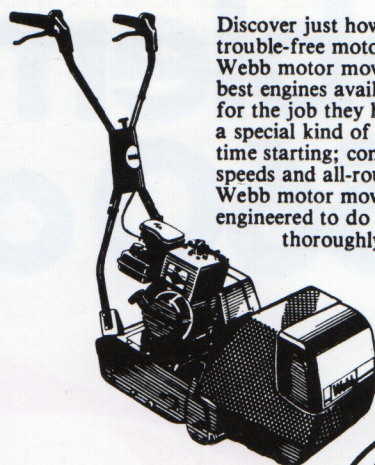
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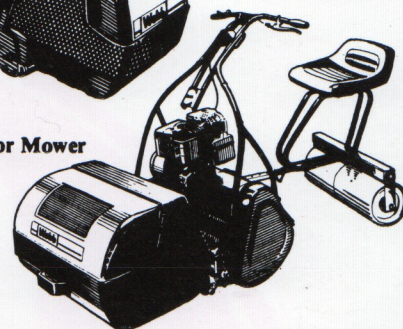
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